

## IN THE CLAIMS

Please cancel claims 1-34 in their entirety, without prejudice or disclaimer of the subject matter contained therein. The new claims 35 - 68 read as shown below on pages 2 through 7.

### Change to:

1 – 34 (cancelled)

35. (new) An element impact summary method, comprising:

aggregating enterprise related transaction data from one or more enterprise management systems by element of value in accordance with a common data dictionary;

creating performance indicators for each element of value using at least a portion of the data,

training neural network models of historical and forecast data for one or more aspects of financial performance using said indicators to identify value driver candidates by element of value,

analyzing historical and forecast data for one or more aspects of financial performance using induction algorithms and said value driver candidates to identify value drivers and create element impact summaries where said element impact summaries are useful in analyzing, modeling and optimizing aspects of enterprise financial performance and completing element valuations.

36. (new) The method of claim 35 that further comprises using the element impact summaries to create network models of one or more aspects of enterprise financial performance that can produce usable forecasts without the use of a reconciliation system.

37. (new) The method of claim 35 where the elements of value are selected from the group consisting of brands, customers, employees, intellectual capital, partners, vendors, vendor relationships and combinations thereof.

38. (new) The method of claim 35 where the aspects of enterprise financial performance are selected from the group consisting of revenue, expense, capital change, cash flow, market sentiment value, market value, current operation value and combinations thereof.

39. (new) The method of claim 35 where a transaction is any event that is logged or recorded.

40. (new) The method of claim 35 where the element impact summaries are comprised of indicators selected from the group consisting of numeric data, date data, trends, ratios, averages, patterns, time lagged numeric data, time lagged date data, time lagged trends, time lagged ratios, time lagged averages, time lagged patterns and combinations thereof.

41. (new) The method of claim 40 where the impact summary values are at least in part a function of the inter-relationship between the value drivers.

42. (new) The method of claim 35 where the induction algorithms are selected from the group consisting of entropy minimization, LaGrange and path analysis.

43. (new) The method of claim 36 where the models of enterprise financial performance can support the optimization of enterprise financial performance.

44. (new) The method of claim 36 where the models of enterprise financial performance support the identification of transaction changes that will optimize performance.

45. (new) The method of claim 36 that further comprises using the models of enterprise financial performance to complete analyses from the group consisting of identifying changes to elements of value that will optimize one or more aspects of enterprise financial performance in an interactive manner, identifying the value impact of each element of value, identifying the impact of element of value changes on one or more aspects of enterprise financial performance in an interactive manner and combinations thereof.

46. (new) The method of claim 36 where a Markov Chain Monte Carlo model is used to identify the changes that will optimize one aspect of enterprise financial performance, genetic algorithms are used to identify changes that will optimize one or more aspects of enterprise financial performance or multi-criteria optimization models are used to identify the changes that will optimize two or more aspects of enterprise financial performance.

47. (new) The method of claim 35 where the value driver candidates are factors that affect elements of value, intellectual capital, aspects of enterprise financial performance and combinations thereof.

48. (new) A computer readable medium having sequences of instructions stored therein, which when executed cause a processor to perform an element impact summary method, comprising:

aggregating enterprise related transaction data from one or more enterprise management systems by element of value in accordance with a common data dictionary;

creating performance indicators for each element of value using at least a portion of the data,

using genetic algorithms to evolve neural network models of historical and forecast data for one or more aspects of financial performance using said performance indicators to identify value driver candidates by element of value,

analyzing historical and forecast data for one or more aspects of financial performance using causal models and said value driver candidates to identify value drivers and create element impact summaries where said element impact summaries are useful in analyzing, modeling and optimizing aspects of enterprise financial performance and completing element valuations.

49. (new) The computer readable medium of claim 48 that further comprises using the element impact summaries to create network models of one or more aspects of enterprise financial performance that can support the optimization of enterprise financial performance by identifying one or more value driver changes.

50. (new) The computer readable medium of claim 48 where the elements of value are selected from the group consisting of brands, customers, employees, intellectual capital, partners, vendors, vendor relationships and combinations thereof.

51. (new) The computer readable medium of claim 48 where the aspects of enterprise financial performance are selected from the group consisting of revenue, expense, capital change, cash flow, market sentiment value, market value, current operation value and combinations thereof.

52. (new) The computer readable medium of claim 48 where enterprise management systems are selected from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems and combinations thereof.

53. (new) The computer readable medium of claim 48 where the element impact summaries are comprised of indicators selected from the group consisting of numeric data, date data, trends, ratios, averages, patterns, time lagged numeric data, time lagged date data, time lagged trends, time lagged ratios, time lagged averages, time lagged patterns and combinations thereof.

54. (new) The computer readable medium of claim 53 where the element impact summary values are at least in part a function of the inter-relationship between the value drivers.

55. (new) The computer readable medium of claim 48 where the causal models are selected from the group consisting of entropy minimization, LaGrange and path analysis.

56. (new) The computer readable medium of claim 49 where the models of enterprise financial performance produce usable forecasts without the use of a separate system.

57. (new) The computer readable medium of claim 48 where a transaction is any event that is logged or recorded.

58. (new) The computer readable medium of claim 49 where a Markov Chain Monte Carlo model is used to identify the changes that will optimize one aspect of enterprise financial performance, genetic algorithms are used to identify changes that will optimize one or more aspects of enterprise financial performance or multi-criteria optimization models are used to identify the changes that will optimize two or more aspects of enterprise financial performance.

59. (new) The computer readable medium of claim 48 where value drivers are factors that have an effect on elements of value, intellectual capital, aspects of enterprise financial performance and combinations thereof.

60. (new) An apparatus, comprising:

enterprise transaction systems,  
means for aggregating data from said systems in accordance with a common data dictionary,  
means for analyzing at least a portion of the data to identify performance indicators that are causal to change in aspects of financial performance by element of value where the elements of value are selected from the group consisting of brands, customers, customer relationships, employees, intellectual capital, partnerships, production equipment, vendors, vendor relationships and combinations thereof,  
means for using said causal indicators to create summaries of element impact on aspects of enterprise financial performance where the aspects of enterprise financial performance are selected from the group consisting of revenue, expense, capital change, cash flow, market sentiment value, intellectual capital value, market value, current operation value and combinations thereof,  
means for using said impact summaries to create network models of one or more aspects of enterprise financial performance, and  
means for using said models to identify changes that will optimize one or more aspects of enterprise financial performance.

61. (new) The apparatus of claim 60 where network models support the identification of transaction changes that will improve or optimize performance.

62. (new) The apparatus of claim 60 where the summaries of impact by element are created using algorithms selected from the group consisting of entropy minimization, LaGrange and path analysis.

63. (new) The apparatus of claim 60 where the element impact summaries are comprised of indicators selected from the group consisting of item values, trends, ratios, averages, patterns, time lagged item values, time lagged trends, time lagged ratios, time lagged averages, time lagged patterns and combinations thereof.

64. (new) The apparatus of claim 60 where an enterprise is a single product, a group of products, a division or a company.

65. (new) An enterprise modeling method, comprising:

aggregating enterprise transaction data from one or more enterprise management systems in accordance with a common data dictionary,

analyzing at least a portion of the data to identify value drivers and create summaries of element impact on aspects of enterprise financial performance using said value drivers with algorithms selected from the group consisting of entropy minimization, LaGrange and path analysis, and

using said impact summaries to create network models of one or more aspects of enterprise financial performance that can be optimized.

66. (new) The method of claim 65 where the aspects of enterprise financial performance are selected from the group consisting of revenue, expense, capital change, cash flow, market sentiment value, market value, intellectual capital value, current operation value and combinations thereof.

67. (new) The method of claim 65 where the elements of value are selected from the group consisting of brands, customers, customer relationships, employees, intellectual capital, partnerships, production equipment, vendors, vendor relationships and combinations thereof.

68. (new) A system for valuing elements of value on the basis of their impact on aspects of enterprise financial performance

where the elements of value are selected from the group consisting of brands, customers, customer relationships, employees, intellectual capital, partnerships, production equipment, vendors, vendor relationships and combinations thereof,

where the impact of an element of value on an aspect of enterprise financial performance is determined by an analysis of transactions and is net of its impact on other elements of value, and

where the aspects of enterprise financial performance are selected from the group consisting of revenue, expense, capital change, cash flow, market sentiment value, market value, intellectual capital value, current operation value and combinations thereof.